

















Outreach and Education Subcommittee
May 27, 2015



# **AGENDA**

- 1. Welcome and Introductions
- 2. Recap of Previous Meeting
- 3. Stakeholder Engagement
  - Logo Design
  - Website
  - Roadmap Outreach Contract
  - Communications Plans
  - External Communications
- 4. Open Discussion and Next Steps
- 5. Next Subcommittee Meeting

# **RECAP OF PREVIOUS MEETING**

- Internal Communications
  - Letter from CEO
  - Staying Informed
  - First draft of annual report
- External Outreach
  - Arts Commission Presentation
  - Earth Day news coverage in the AV Press
- Website
  - Developed prototype
- Logo
  - Inspiration Board
- Dodgers Campaign
  - Video PSA
- Roadmap Video Outline

# LOGO DESIGN - From Inspiration to Product Design







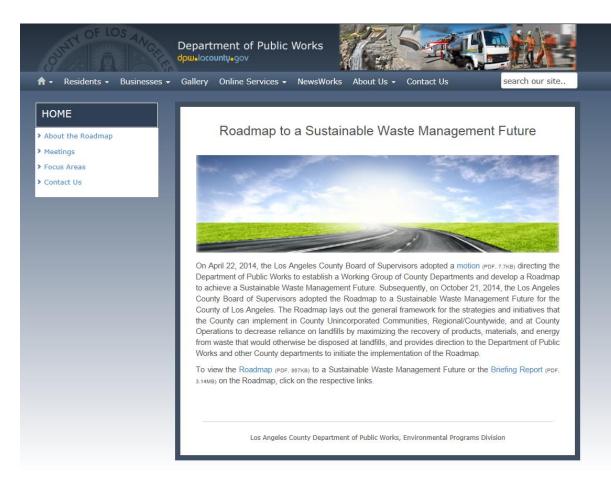








# ROADMAP WEBSITE http://dpw.lacounty.gov/epd/roadmap/





#### ROADMAP OUTREACH CONTRACT

- Arts Component
  - Arts Commission
  - Land Art Generators Initiative
- Organics Task
- Extended Producer Responsibility (EPR) Task
- Household Hazardous Waste Source Reduction Task

# COMMUNICATIONS PLANS CONSTRUCTION & DEMOLITION Next Steps

- Begin Stakeholder Engagement (2 meetings tentatively scheduled for late June)
- File Board Letter
- Adopt Ordinance
- Effective January 1, 2016

# ORGANICS PILOT PROJECT Next Steps

- Identify Stakeholders
- Determine Stakeholder Engagement Tactics
- Develop Stakeholder Engagement Plan
- Coordinate Stakeholder Meetings

#### **EXTERNAL COMMUNICATIONS**

# Let's Discuss . . .

When is the best time to engage others?

How do we engage others?

Who should we engage?

#### **EXTERNAL COMMUNICATIONS**

Smart Business Recycling Survey – AB 1826/AB 341



# **NEXT STEPS**

- 1. Update on Department Recycling Program.
- 2. Continue Communications Plans.
- 3. Finalize Logo. PLEASE submit your survey!
- 4. Draft Annual Report for the Board.

# **NEXT MEETING**

# Next Subcommittee Meeting?